

Program Agenda



Knowledge Exchange Workshop II Seminar and Training

Towards a Healthier Workplace:

*A Search for Better Practices
in the Management of
Workplace Substance Abuse
Prevention in a Managed
Care Environment*

December 13–14, 1999

Cathedral Hill Hotel
San Francisco, California

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Checking in at the Conference

Participants who have pre-registered to attend the conference should check-in at the Conference Registration Desk to pick up their registration packets. The registration schedule is as follows:

Monday, December 13	8:00 a.m. – 9:00 a.m.
Tuesday, December 14	8:00 a.m. – 9:00 a.m.

Admission to Sessions

All participants are required to confirm their registration at the Conference Registration Desk. A registration packet will be provided to each registrant. The name badge included in the registration packet should be worn at all times during the conference. This badge provides admittance to all conference activities.

Parking

Limited day use of self-parking is available at the current rate of \$16.00 per day with complimentary in-and-out privileges.

Smoking Policy

Smoking is prohibited at all conference sessions. Smoking is permitted only in the designated smoking areas of the Cathedral Hill Hotel.

Messages

A message board will be available in the registration area for posting telephone messages. Conference participants may also use the message board to contact others attending the conference or to post relevant information.

Special Needs

The Cathedral Hill Hotel is equipped to meet the special needs of guests and is eager to ensure a comfortable stay. Participants should contact the hotel management with any special requests. In addition, the Conference Registration staff will try to meet any special needs of the conference participants.

Conference Agenda

Monday, December 13

8:00 – 9:00 a.m.

Workshop Registration and Continental Breakfast

9:00 – 9:30 a.m.

Welcome

Introduction

Robert L. Stephenson, II, MPH, Deputy Director
and Deborah M. Galvin, Ph.D., Workplace Managed Care
Program Manager
Division of Workplace Programs
Center for Substance Abuse Prevention

9:30 – 10:30 a.m.

Corrections and Law Enforcement and Family Support Program (CLEFS)

Edwin Zedlowski, Ph.D., Deputy Director, National Institute of
Justice
Robert P. Delprino, Ph.D., Visiting Fellow, National Institute of
Justice

- What is CLEFS?
- CLEFS Legislation and Mandates
- Who Gets CLEFS Grants?
- Genesis of CLEFS Activities
- Indicators of Program Success
- CLEFS New Ventures

Providing Substance Abuse Prevention within Health and Wellness Programs for Law Enforcement Personnel

Kevin J. Jablonski, Ph.D., Director, Health & Wellness
Programs, Los Angeles Police Department

- Substance Abuse and the Culture of Law Enforcement
- Facilitating Effective Treatment
 - The EAP and Psychological Services
 - Level of Care in the Context of HMOs (LAPD's ASAP Program)

10:30 a.m. – 11:00 p.m.

Team-Oriented Training for Workplace Substance Use Awareness: A Social Constructionist Approach

Joel B. Bennett, Ph.D., Associate Research Scientist, Institute of
Behavioral Research, Texas Christian University

- Approach builds upon 10 years of previous research
- Training overview and samples of training materials
- Highlighting supervisor part of training (use of cognitive mapping and initial results)

11:00 a.m. – 12:00 p.m.

Seminar #2

Social Marketing – Designing Messages for Target Environment

June A. Flora, Ph.D., Professor, Center for Research in Disease
Prevention, Stanford University

- Audience
- Methods Design
- Creating Possibility of Synergy

12:00 – 1:00 p.m.

Lunch (networking – buffet style lunch)

1:00 – 3:00 p.m.

Training Session #1

Dissemination and Diffusion: Getting the Message Out on Effective Substance Abuse Prevention Programs to Decision Makers

Barbara Wallace, Ed.D., MPH, MSN, President and CEO,
Wallace Associates

- The Story
- Messaging
- The Interview
- Showtime

3:00 – 3:15 p.m.

Break

3:15 – 5:00 p.m.

Social Marketing Training (Continued)

5:00 – 5:30 p.m.

Seminar #3

Substance Abuse Prevention: A Corporate Perspective

Beverly Blaney, M.D., Executive Physician, The Ford Motor
Company

- Motivation for implementing a drug policy in a private company
- Features of policy, including training, referral and treatment
- Issues resulting from formation of policy

5:30 – 6:30 p.m.

Reception

Conference Agenda

Tuesday, December 14

8:00 – 9:00 a.m.

Continental Breakfast and Workshop Registration

9:00 – 10:15 a.m.

Seminar #4

Building Employee Commitment – A Kaiser Permanente Perspective

Randolph R. Scott, SPHR, Director, Employee Relations, Kaiser Permanente

- Employee Opinion Surveys—Process and Practice
 - Test whether current work environment is leading to commitment
 - Test whether quality HR practices are leading to higher commitment
 - Define predictors of commitment
 - Identify areas that need improvement

10:15 – 11:45 a.m.

Seminar #5

Worksite Disease Management: Clinical and Cost Outcomes

Kenneth R. Pelletier, Ph.D., MD(hc), Director, Stanford Corporate Health Program, Center for Research in Disease Prevention, Stanford University

- Overview
- Program Evaluations
- Recommendations for Future Design, Implementation, and Research

11:45 a.m. – 12:15 p.m.

Seminar #6

Health and Productivity – Economic Impacts

R. William Whitmer, R.Ph., MBA, President and CEO, Health Enhancement Research Organization (HERO)

- Goals
- Research Outcomes
- Economic Impact

12:15 p.m.

Begin Lunch

1:00 – 1:30 p.m.

Luncheon Speaker

Building a Health and Productivity Database

R. William Whitmer, R.Ph., MBA, President and CEO, HERO

- Feasibility Study
- Potential Framingham Model

1:30 – 2:30 p.m.

Seminar #7

Demographic Changes in the U.S. Workforce

Janice F. Madden, Ph.D., Professor of Demography, Department of Sociology, University of Pennsylvania

- Employment Benefits and Costs of Providing Such Benefits
- Age Composition of the Population
- Household Formation Patterns (which will affect future age composition of the population)

2:30 – 3:30 p.m.

Seminar #8

Elements of a Drug/Alcohol-Free Workplace

John Dillon Riley, Manager, EAP and Work/Life Services, Chevron Corporation

- Establishing a Preventive Strategy
- Creating a No-Tolerance Environment
- Strategy Results and Impact on Productivity and Competitiveness at Chevron

3:30 – 3:45 p.m.

Break

3:45 – 4:45 p.m.

Seminar #9

Workplace Research in Progress: Snippets From Current Workplace Research at RTI

Georgia T. Karantzios, M.S.I.R., Project Manager; William E. Schlenger, Ph.D., Principal Investigator, Cross-Site Evaluation, and Christopher L. Ringwalt, Dr.P.H., Prevention Specialist, Research Triangle Institute

- Lessons learned in implementing workplace substance abuse programs: is “targeting” sociodemographic subgroups an effective strategy?
- Employment as a risk factor for substance use among adolescents
- Accreditation Standards for Managed Care Organizations Related to Behavioral Health Care: Current Status

4:45 – 5:00 p.m.

Summary Session

5:00 p.m.

Adjourn

Presenter Biographical Sketches

BEVERLY BLANEY, M.D.

Dr. Blaney is a graduate of the Medical College of Virginia. She trained in Internal Medicine at Wayne State University (Detroit), and worked as attending staff in the emergency rooms of the Detroit Medical Center for 11 years. She is board certified in Internal Medicine and Occupational and Environmental Medicine (OEM), and fellowship trained in Medical Toxicology. Her work experience includes assistant professor of OEM at Wayne State University, consultant for the Poison Control Center at Children's Hospital of Michigan, and department physician for Police and Fire for the city of Detroit. She has been a trainer for Hazardous Materials Awareness, and is a member of the Wayne County Technical Support Team. Dr. Blaney is currently an executive physician with Ford Motor Company, responsible for plants in Ohio, Michigan, and New Jersey. She oversees the drug and alcohol policy for Ford.

ROBERT P. DELPRINO, PH.D.

Dr. Delprino is an Associate Professor of Psychology at Buffalo State College where he has received the President's award for excellence in teaching. He earned his Ph.D. in Industrial/Organizational Psychology from Old Dominion University and an M.A. degree in Forensic Psychology from the John Jay College of Criminal Justice. He has served as an employee assistance program (EAP) coordinator for the New York State EAP and as a critical incident stress debriefer with the Western New York Stress Reduction Program. He has organized training programs and conducted research in the areas of law enforcement family support and law enforcement psychological services. In addition, he has served as a principle investigator for several National Institute of Justice (NIJ) grant awards for law enforcement family support programs. He is currently a Visiting Fellow at NIJ.

JUNE A. FLORA, PH.D.

Dr. Flora has authored or co-authored more than 40 peer reviewed journal articles and book chapters in the area of health communication and social marketing, particularly on mass media campaign effects, message design, and audience segmentation analysis. Articles have appeared in *Communication Research*, *Human Communication Research*, *American Journal of Public Health*, *Tobacco Control*, and *Journal of Health Communication*. Dr. Flora's current research focuses on design of health communication campaigns (particularly campaigns that are culturally tailored), influences of advertising on youth alcohol and smoking behavior, and assessments of effects of structural and content features of anti-smoking public service announcements. She is currently working on a book on the lessons learned from the Stanford Five-City media campaigns. Dr. Flora has served on the Behavior Change Expert Panel for the Office of National Drug Control Policy's (ONDCP) Anti-Drug Media Campaign, the Advisory Board for the Centers for Disease Control and Prevention (CDC), and chaired the division of Health Communication for the International Communication Association.

DEBORAH M. GALVIN, PH.D.

Dr. Galvin has more than 17 years experience in the field of social science research and prevention. She currently works for the Center for Substance Abuse Prevention, Division of Workplace Programs directing the Workplace Managed Care initiative. Her current work is particularly concerned with issues related to substance abuse prevention and early intervention strategies and programs within managed care and workplaces. Dr. Galvin also serves as an Adjunct Professor at the University of Maryland where she teaches courses in research methodology and social sciences. Dr. Galvin has taught at the American University and was an Associate Professor at the University of Southern Mississippi. She is widely published in areas related to prevention, women's issues, workplace violence and has made numerous presentations internationally, nationally and locally. She has her doctorate from the University of Pennsylvania in Sociology. Dr. Galvin has served as President to the Academy of Security Educators and Trainers, was listed in Who's Who in International Women, and is a member of numerous professional organizations.

KEVIN J. JABLONSKI, PH.D.

Dr. Jablonski is a police and medical psychologist with the Los Angeles Police Department (LAPD). He is also a research psychologist who consults with the University of California, Los Angeles' School of Nursing. His doctorate is in Health Psychology and his education includes extensive course work in psychology, medicine, and immunology. At the LAPD, he provides clinical treatment to Department employees and has been responsible for the design and implementation of a number of unique intervention programs. His work in this area has included an anger management program specific to law enforcement personnel, an intervention for those exposed to blood-borne pathogens, and a chemical dependency treatment protocol. Many of these programs have been facilitated through a National Institute of Justice grant. Dr. Jablonski is also responsible for the design and implementation of the police department's first wellness program, entitled "Balanced Health."

GEORGIA T. KARUNTZOS, M.S.I.R.

Ms. Georgia Karuntzos has been working at RTI since 1990 as an organizational research associate. Ms. Karuntzos specializes in human resource development and is currently preparing a doctoral thesis validating a vocational screening instrument for hard-to-employ populations. She also currently serves as the Project Director for a state-wide workplace health promotion study and as the Associate Project Director for a multisite evaluation of workplace prevention programs. In the past nine years Ms. Karuntzos has served as co-principal investigator and project manager for an employee assistance program (EAP) study examining the impact of enhanced services on EAP utilization and workplace outcomes, and as project manager for a multisite randomized field trial evaluating the effectiveness of enhanced vocational services for methadone treatment clients. For both of these studies, she has led the development and implementation of the intervention protocol. Ms. Karuntzos' prior experience in organizational needs assessment and human resource development strengthens her current research

Presenter Biographical Sketches

on the impact of alcohol and drugs in the workplace. Ms. Karuntzos is a Doctoral Candidate in Human Resource Development; she has an M.S. in Human Resources Management and a B.A. in Industrial/Organization Psychology.

JANICE F. MADDEN, PH.D.

Dr. Madden is the Robert C. Daniels Term Professor of Urban Studies, Regional Science, Sociology, and Real Estate at the University of Pennsylvania. She is currently on sabbatical from her last administrative job as Vice Provost for Graduate Education. She came to Penn in 1972 after completing her graduate studies in economics at Duke University; she joined the Demography Group in the Department of Sociology in 1994. She served as Director of the Women's Studies Program from 1988-1991. Her research dealing with the effects of race, gender, and urban location on labor market outcomes and metropolitan variations in income distribution has been published in a variety of economics journals, including the *American Economic Review*, *Journal of Human Resources*, *Journal of Urban Economics*, and *Southern Economic Journal*. Dr. Madden is currently North American editor of the international journal, *Urban Studies*. She has written three books: *The Economics of Sex Discrimination* (1972, reprinted 1975); *Post-Industrial Philadelphia* (1990) and *Work, Wages, and Poverty* (1991). Her fourth book, *Rising Income and Earnings Inequality: U.S. Metropolitan Areas in the 1980s*, is in press. Another book, dealing with changes in the demography of the suburbs of American cities, is forthcoming from the Brookings Institution.

KENNETH R. PELLETIER, PHD, MD (hc)

Dr. Pelletier is a Clinical Professor of Medicine, Department of Medicine, Stanford Center for Research in Disease Prevention, Stanford University School of Medicine; serves on the Board of Directors of Health Net, Foundation Health Systems (FHS); and is a Vice President with Healthtrac Incorporated. At the Stanford University School of Medicine, Dr. Pelletier is Director of the Stanford Corporate Health Program, a collaborative program between Stanford and 20 major corporations including American Airlines, ARCO, AT&T, Bank of America, Merck, Blue Shield, IBM, Kaiser Permanente, Levi Strauss, Motorola, and Xerox. He is also Director of the NIH-funded Complementary and Alternative Medicine Program at Stanford. Since 1990, Dr. Pelletier has served as President of the American Health Association; was a Founding Board Member and Chairman of the Board of the California Wellness Foundation; and served on the Board of Directors of Health Systems International (HSI). From 1974 until joining Stanford University, Dr. Pelletier served as an Associate Clinical Professor in the Department of Medicine and the Department of Psychiatry, University of California School of Medicine in San Francisco (UCSF). Currently, Dr. Pelletier is an advisor to the U.S. Department of Health and Human Services (ODPHP), Blue Cross/Blue Shield, the Canadian Ministry of Health, and the World Health Organization. Dr. Pelletier serves as a medical and business consultant to the Washington Business Group on Health and major corporations including Disney, American Medical International (AMI), General Motors, Monsanto, the Pasteur Institute of Lille, France, and the Alpha Group of Mexico. His research, clinical practice, and

publications have been the subject of numerous national television programs. Dr. Pelletier is the author of seven major books including the international best seller *Mind as Healer, Mind as Slayer* (New York: Delacorte and Delta, 1977, Revised in 1992).

JOHN DILLON RILEY

Dr. Riley is the manager of Chevron's Employee Assistance Program and Work/Life Services. He has worked for Chevron for 15 years, first as an employee assistance advisor in various Bay Area locations, and later as senior EAP advisor, during which time he served as clinical consultant to the EAP staff and liaison to Chevron's benefits group in the development of Chevron's innovative Mental Health/Substance Abuse Plan. As manager of the Employee Assistance Program, Dr. Riley oversees a staff of 10 advisors providing services to 22,000 domestic and 10,000 international employees and an additional 60,000 dependents and retirees. Included in his responsibilities is management of Chevron's Work/Life Balance programs. Dr. Riley has been a licensed marriage and family counselor for 25 years. He has worked in private practice, hospital settings and community mental health programs for 28 years, beginning his career in "street-drinker" programs in Oakland, CA in the early 1970s. He directed mental health/chemical dependency programs for 10 years before coming to Chevron. Dr. Riley has Master's in Psychology and Theology and a Ph.D. in clinical psychology. He is particularly interested in how psychology and spirituality impact the workplace.

RANDOLPH R. SCOTT, SPHR

Mr. Scott is the Director of Employee Relations of the California Division of Kaiser Permanente that serves more than 5 million members in medical offices, clinics, and hospitals in 50 locations throughout the state of California. As senior human resource executive and member of the California Division Human Resources Leadership Team, Mr. Scott is responsible for human resource strategy and policy, legal and regulatory compliance, and the Division's Human Resource Diversity Initiative for approximately 70,000 Kaiser Permanente employees. He also manages a human resource consulting and services team that provides direct human resource services to more than 6,000 California Division Office employees located primarily in Oakland and Pasadena, California. Mr. Scott received his SPHR (Senior Professional Human Resources) Life Certification from the Society for Human Resource Management (SHRM); a B.A. in Liberal Arts from West Virginia Wesleyan College; and his M.A. in Education Administration from West Virginia University. He is an active member of SHRM, the Northern California Human Resource Management Association, the Hospital Council Bay Area Division HR Directors Group, and the California Healthcare Association.

CHRISTOPHER L. RINGWALT, Dr.P.H.

Dr. Ringwalt provides support on design, development, analysis, and reporting of surveys and survey data for the Workplace Managed Care cross-site evaluation. He has experience in public health issues, including risk behaviors among runaway and homeless

Presenter Biographical Sketches

youth. During his 8 years at RTI, his research interests have focused primarily on epidemiology and prevention of adolescent risk behaviors, particularly violence and substance use. He has directed evaluations of the Drug Abuse Resistance Education (DARE) Program for the National Institute on Drug Abuse and the National Institute of Justice. Dr. Ringwalt has a Doctorate in Public Health and an M.S.W.

ROBERT L. STEPHENSON, II, M.P.H.

Mr. Stephenson has been directly involved with Drug-Free Workplace Programs for more than 25 years. He began this work as a Human Reliability Program coordinator in the military. Following that, he became involved in the development of the Dade County (Miami, Florida) government and School Board drug-free workplace programs. He also worked with the Chamber of Commerce (Business Against [Narcotics and] Drugs) and the Miami Coalition, and helped the State of Florida develop the State employee drug-free program and Workman's Compensation drug revisions.

Mr. Stephenson joined the Federal government's Public Health Service in 1989. He has coordinated a range of research projects in the Division of Workplace Programs (DWP), Center for Substance Abuse Prevention and since mid-1997, has served as DWP's Acting Director. DWP has two principal activities mandated by Executive Order and Public Law: oversight of the Federal Drug-free Workplace Program (FDFWP) aimed at elimination of illicit drug use in the Federal workforce; and the oversight of the National Laboratory Certification Program (NLCP) which certifies laboratories to conduct forensic drug testing for the Federal agencies and some Federally regulated industries.

Mr. Stephenson received a Master's of Public Health from Johns Hopkins School of Hygiene and Public Health, Baltimore in 1981.

BARBARA C. WALLACE, ED.D., M.P.H., M.S., M.S.N.

Dr. Wallace has more than 30 years experience as a health care provider, researcher, and broadcast journalist with the ABC network, Family Channel, and WRKO radio. Dr. Wallace was the Special Assistant to the director for the Center for Health Communication at the Harvard School of Public Health. She worked with print and broadcast journalists on health-related stories; developed press releases; and promoted health-related campaigns among the major networks, radio stations, and print publications, including *The Wall Street Journal*, *LA Times*, *New York Times*, and *The Chicago Tribune*. Dr. Wallace was the Executive Director of a national, multi-media campaign to increase the public's understanding of contemporary nursing and nursing practice and was the co-host with Dr. Timothy Johnson on ABC's nationally syndicated program, *Healthbeat Magazine*. Presently, Dr. Wallace is President and CEO of Wallace Associates, a media, health, and corporate communications consulting company in Stoughton, MA. She maintains her clinical skills at Boston's Beth Israel Deaconess Medical Center. Dr. Wallace holds degrees from Harvard University and Boston College.

R. WILLIAM WHITMER, R.Ph., M.B.A.

Mr. Whitmer is the founder and former President and CEO of Wellness South, Inc. Since 1976, this organization has designed and provided comprehensive worksite health promotion programs and full line consulting services. Mr. Whitmer is founder and in 1996 became the charter President and CEO of the Health Enhancement Research Organization (HERO). HERO is a national, not-for-profit coalition of organizations with common interests in health promotion; disease management and disease-related productivity research; and their integration into mainstream medicine. The intent is to make health promotion a predictable and effective method to reduce medical expenses and improve the health of the nation. The objective is to shift the health care paradigm from diagnosis and treatment to prevention. Mr. Whitmer is a frequent contributor to the professional and lay press. He has authored chapters for three textbooks and published more than 30 articles. He is the author of *Whitmer's Guide to Total Wellness* (Doubleday) which is a national best seller and is a regular speaker at national and international conferences. Mr. Whitmer is a pharmaceutical chemist with an M.B.A. from the Darden School of Business at the University of Virginia.

EDWIN ZEDLEWSKI, PH.D.

Dr. Zedlewski is Assistant Director of the National Institute of Justice (NIJ). Since his arrival at NIJ in 1975, Dr. Zedlewski has served both as a researcher and an administrator on criminal justice policy, program design and evaluation, and organizational performance measurement. He has served as Scientific Advisor to the NIJ Director, and as a special consultant to the Solicitor General of the United States, the President's Organized Crime Commission, and the United States Sentencing Commission. Recently, he has directed NIJ's development of demonstration programs and expanded outreach efforts. Dr. Zedlewski is the author of numerous articles on program evaluation and crime control policy.

WILLIAM E. SCHLENGER, PH.D.

Dr. Schlenger, Director of RTI's Mental and Behavioral Health Research Program, has been with RTI since 1977. He is a psychologist with research interests in psychiatric and substance abuse epidemiology, services research, and evaluation. Over a 25-year career, he has conducted applied research projects that include large-scale, community epidemiologic studies, randomly controlled trials of prevention and treatment interventions, and evaluation of major Federal demonstration programs. Dr. Schlenger is currently involved in two relevant multisite evaluations: [1] the CMHS HIV/AIDS High Risk Behavior Program, a multisite randomized field trial of a brief, social cognitive intervention aimed at reducing sexual HIV risk behavior, and [2] the CMHS Criminal Justice Diversion Program, a multisite collaborative examining a variety of strategies for diverting people with co-occurring substance use and psychiatric disorders from jail to treatment. In addition, Dr. Schlenger has published widely on the epidemiology of post-traumatic stress disorder. His Ph.D. is in Human Resource Development, and he has an M.A. in Experimental Psychology.

Presenter Biographical Sketches

JOEL B. BENNETT, PH.D.

Dr. Bennett is currently a research associate and training consultant at the Institute of Behavioral Research, Texas Christian University (since 1994). Dr. Bennett is co-designer and trainer of a new team-oriented substance use prevention training. He has published research pertaining to substance abuse, violence, and other behavioral risks in the workplace as well as on factors that mitigate these risks (e.g., wellness, total quality management). Dr. Bennett also consults in training design, cultural assessment, and organizational development for both public and private organizations. His interests span across different areas of organizational science and include leadership training, return-on-investment, and workplace socialization. His book, *Time and Intimacy: A New Model of Personal Relationships*, is due for publication by Lawrence Erlbaum in 2000.